

**In the Claims**

Please amend the claims as detailed herein:

1. (Previously Presented) An electronic commerce method employing a products satisfaction index, the method comprising the steps of:

receiving sales products information from a seller, and storing the products information in a products information database;

receiving a product name and a price condition from a purchaser who joins as a member, and first retrieving products for purchasing by the purchaser;

receiving at least two purchasing conditions of the first retrieved products from the purchaser, secondly retrieving products for purchasing from the first retrieved products, and comparing the products information obtained from the seller with the purchasing conditions, to compute products satisfaction indexes of the secondly retrieved respective products and purchase satisfaction prices from the products satisfaction indexes;

receiving desired values of the products satisfaction indexes from the purchaser, and thirdly retrieving products for purchasing from the secondly retrieved products;

finally retrieving products for purchasing from the thirdly retrieved products depending on a priority of the purchasing conditions determined by the purchaser; and

comparing the computed purchase satisfaction prices of the finally retrieved products with a minimum sale approval price of the seller, to approve the purchase.

2. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein the sales products information is received from the seller via a request for

products information registration with input guide information generated from a purchasing condition database.

3. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein the at least two purchasing conditions of the first retrieved products are received from the purchaser via a purchasing condition input sheet with input guide information generated from a purchasing condition database.

4. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein the products satisfaction indexes are computed in accordance with a below equation:

$$Is = ( Nc / Nt ) \times 100$$

wherein, Is is the respective products satisfaction index, Nc is the number of the respective purchasing condition items identical to corresponding fields of the products information database, and Nt is the total purchasing condition items of the purchaser.

5. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein the products satisfaction indexes are computed in accordance with a below equation:

$$Is = \{ ( xNcs + Nct ) / ( xNs + ( Nt - Ns ) ) \} \times 100$$

wherein, Is is the respective products satisfaction index, Ncs is the number of the purchasing conditions in that contents of "predominant items" in the products information database are identical to that of corresponding "product selection criteria" among purchasing condition items, Nct is the number of the purchasing condition items in that the content of "predominant items" in the products information database are not identical to that of corresponding "product selection criteria" among the purchasing condition items, Ns is the number of purchasing condition items corresponding to the

“predominant items” in the products information database and the “product selection criteria” items among the purchasing condition items,  $N_t$  is the total purchasing condition items of the purchaser, and  $x$  is a weight on each item of which the contents is identical between the “predominant items” in the products information database and that of the corresponding “product selection criteria” among the purchasing condition items.

6. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein the purchase satisfaction price is computed in accordance with a below equation:

$$P_{sp} = P_s \times I_s$$

wherein,  $P_{sp}$  is the purchasing satisfaction price,  $P_s$  is a selling price of individual product, and  $I_s$  is the products satisfaction index.

7. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein the purchase satisfaction price is computed in accordance with a below equation:

$$P_{sp} = P_s - P_r = P_s - \{P_s \times (100 - I_s)\} / 100 = P_s - (P_s \times I_u) / 100$$

wherein,  $P_{sp}$  is the purchasing satisfaction price,  $P_s$  is a selling price of individual product,  $P_r$  is a reduced price,  $I_s$  is the products satisfaction index, and  $I_u$  is a products dissatisfaction index.

8. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein a comparative specification indicative of the information on the corresponding products is provided in at least one of said retrieving steps.

9. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein in case of a product set in which the finally retrieved product can be combined with associate products, a purchasing condition input sheet is provided for retrieving the associate products through a multitasking while the finally retrieved product is displayed, and products satisfaction indexes and purchase satisfaction prices for the associate products are computed for aiding the purchaser in further purchasing the associate products.

10. (Previously Presented) The electronic commerce method as claimed in claim 1, wherein after the first retrieve, a detailed purchasing condition input sheet with basic establishing information regarding to the purchasing conditions is provided to the purchaser for said receiving at least two purchasing conditions.

11. (Previously Presented) An electronic commerce system, having a plurality of purchaser clients and a plurality of seller clients connected to an electronic commerce server via a network, the system comprising:

a purchasing condition database for storing purchasing condition information obtained from the purchaser clients;

a products information database for storing products information obtained from the seller clients;

a products information input module for enabling the seller clients to input the products information according to a format provided through the product information database;

a purchasing condition input module for enabling the purchaser clients to input purchasing conditions of products for purchasing according to a format provided through the purchasing condition database;

a products satisfaction index computing module for comparing the products information stored in the products information database with the purchasing conditions inputted by the purchaser clients to compute a products satisfaction index of each product for purchasing;

a purchasing satisfaction price computing module for computing a purchasing satisfaction price utilizing the computed products satisfaction index;

a retrieve module for first retrieving target products corresponding to at least one information provided from a purchaser client, the information selected from a group consisting of a product name and a price condition, for secondly retrieving target products corresponding to a plurality of purchasing conditions provided from the purchaser client, for thirdly retrieving target products corresponding to the products satisfaction index, and for finally retrieving target products corresponding to a priority of the purchasing conditions; and

a control module for controlling operation of the modules and storage and output of data from the databases.

12. (Previously Presented) The electronic commerce system as claimed in claim 11, further comprising a purchase approval module for determining whether the purchasing satisfaction price of the target products finally selected by the purchaser client is within a range of a sale approval price of the seller clients, displaying a result of the determination on a screen, and storing purchasing details in the electronic commerce server.

13. (Previously Presented) An electronic commerce method for transacting sale of products through a computer network, the method comprising:

storing sales products information obtained from a seller in a products information database;

receiving at least one of a product name and a price condition from a purchaser;

retrieving target products for purchasing corresponding to the at least one of a product name and a price condition;

receiving a plurality of purchasing conditions of the retrieved target products from the purchaser;

comparing the products information stored in the products information database with the purchasing conditions;

computing products satisfaction indexes of the retrieved target products, and purchase satisfaction prices corresponding to the products satisfaction indexes of the products;

obtaining minimum sale approval prices of the products from the seller;

retrieving target products for purchasing rearranged or indexed according to at least one of the computed products satisfaction indexes and the purchase satisfaction prices;

comparing the computed purchase satisfaction prices of the products finally selected by the purchaser with the minimum sale approval prices of the seller; and

approving purchasing of the selected products when the computed purchase satisfaction prices are not less than the minimum sale approval prices of the products.

14. (Currently Amended) The electronic commerce method as claimed in claim 13, further comprising receiving desired values of the products satisfaction indexes from the purchaser, performed prior to said comparing the computed purchase satisfaction prices

of the finally selected products with the minimum sale approval prices of the seller in order to facilitate final selection of the purchaser.

15. (Currently Amended) The electronic commerce method as claimed in claim 13, further comprising retrieving target products for purchasing according to a priority of the purchasing conditions determined by the purchaser, performed prior to said comparing the computed purchase satisfaction prices of the finally selected products with the minimum sale approval prices of the seller in order to facilitate final selection of the purchaser.

16. (Currently Amended) The electronic commerce method as claimed in claim 13, wherein said obtaining minimum sale approval prices are performed by the seller utilizing ~~at least one of the products satisfaction indexes and the purchase satisfaction prices of the products.~~